

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A packaged necktie, comprising:
  - a box including a bottom portion and a movable top portion;
  - a necktie arranged within the box such that it includes a rolled end portion, the rolled end portion being a circuitously rolled portion at one end of the necktie so as to be rolled about itself;  
and
  - a continuous elastic member affixed to the bottom portion of the box and configured to retain the rolled necktie so as to normally prevent separation of the necktie from the box, the elastic member being mounted to the box at first and second spaced locations within the box and being disposed so as to retain the necktie by overlying a first portion of the rolled necktie while being concealed by a second portion of the rolled necktie such that the elastic member is concealed from view within the box, wherein the first and second portions are different from the rolled end portion.
2. (Previously presented) A package according to claim 1, wherein the elastic member is wholly contained interiorly of the box.
3. (Canceled)
4. (Canceled)
5. (Previously Presented) An improved packaging arrangement according to claim 1, wherein the elastic member has a length between the spaced locations sufficient to receive an unfurled width of the necktie when caustically stretched.

6. (Previously Presented) A package according to claim 1, wherein the first and second spaced locations are on a center line of the box.

7. (Canceled)

8. (Original) A package according to claim 1, wherein the box includes at least one of a first color and a first pattern that coordinate with at least one of a second color and a second pattern included on the necktie.

9. (Original) A package according to claim 1, wherein the box includes at least one of an exterior and an interior layer of fabric that is selected to coordinate with the necktie retained therein.

10. (Canceled)

11. (Canceled)

12. (Canceled)

13. (Canceled)

14. (Canceled)

15. (New) A package according to claim 1, wherein the first and second portions are portions of the tie between its two opposing ends and the rolled end portion is spaced from the elastic member.

16. (New) A package according to claim 1, wherein the rolled end portion is preformed prior to the necktie being looped around the elastic member.

17. (New) A packaged necktie, comprising:

    a box including a bottom portion and a movable top portion and two side wall portions;  
    a necktie arranged within the box such that it includes a rolled end portion, the rolled end portion being a circuitously rolled portion at one end of the necktie; and  
    an elastic member having a first segment and a second segment that is discontinuous relative to the first segment, each of which is affixed to the bottom portion of the box and configured to retain the rolled necktie, when the first and second segments are attached to one another to form a continuous elastic member, so as to normally prevent separation of the necktie from the box, the first segment of the elastic member being mounted to the box at a first location and the second segment being mounted to the box at a second spaced location within the box, each of the first and second segments being of a length and having a free end that can be placed to rest exteriorly to the box, the continuous elastic member being disposed so as to retain the necktie by overlying a first portion of the rolled necktie while being concealed by a second portion of the rolled necktie such that the elastic member is concealed from view within the box, wherein the first and second portions are different from the rolled end portion.